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## Ruidoso MainStreet Series

Ruidoso Midtown Association (RMA) presents the “Ruidoso MainStreet Series.” The project will provide free video content to business owners and local agencies. The series will highlight business, special events, public amenities, and creative place within the MainStreet district. The project is aimed to build workforce skills in digital media creation and social media marketing. Each month RMA will produce a two-minute video and four short videos. The content will be shared across the local community, organizations, agencies, and businesses.

The project has will serve and reach one million people. Ruidoso Midtown Association has developed creative social media campaigns that have reached over a million social media users. Creative content is critical now in competition for video views. In 2019 alone RMA had 10,000 special event guests, 500k organic Facebook impressions, and over 900k video views. This project will reach tourists, regional businesses, and engage the local community through video influence.

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## Details

**Ages:** All ages

**Races:** All

**Genders:** All

**Intake Process:** Email

**Payment Options:** Free

**Waiting List:** Limited Slots

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## Services

Community Economic Development

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## Locations

### Ruidoso MainStreet District

*127 Rio St. Suite B  
Ruidoso, NM 88345*

**Phone:** (575) 937-2582

**Hours:** 9-5 M-F

**Services Limited By Geography:** Ruidoso MainStreet District

**Geographic Area Served:** Lincoln County

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## **Parent Organization**

### **Ruidoso Midtown Association**

Mission: Strengthen the MainStreet district through concentrated efforts in organization, promotion, design and economic vitality.

*127 Rio St. Suite B  
Ruidoso, NM 88345*

**Phone:** (575) 937-4727

**Primary Contact:** Stephanie Garcia

**Contact Email:** [mattkingram@gmail.com](mailto:mattkingram@gmail.com)

**Type:** Nonprofit

**EIN:** 82-1838342

<http://ruidosomainstreet.com>